



## ICT investment trends in France - Enterprise ICT spending patterns through to the end of 2015



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# ICT investment trends in France 2015



## Summary

This report presents the findings from a survey of X French enterprises regarding their Information and Communications Technology (ICT) investment trends. The survey investigates how French enterprises currently allocate their ICT budgets across the core areas of enterprise ICT expenditure: hardware, software, IT services, communications, and consulting.

## Key Findings

Researcher survey of 157 French enterprises confirms that a reasonable proportion (X%) of French enterprises will be increasing their ICT budgets either slightly or significantly in 2014, an increase of X% compared to 2013.

French enterprises are planning to invest X% of their external ICT budgets in hardware in 2014, X% higher than their hardware investments in 2013.

Researcher survey shows that French enterprises' hardware investments are dominated by spending on clients, which occupy a major proportion (X%) of total hardware budgets.

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## Synopsis

This report presents the findings from a survey of 157 French enterprises regarding their Information and Communications Technology (ICT) investment trends. The survey investigates how French enterprises currently allocate their ICT budgets across the core areas of enterprise ICT spend, namely hardware, software, IT services, communications and consulting.

The report illustrates the core technologies enterprises are investing in, including enterprise applications, mobility, security, and cloud computing. The survey also highlights the approach adopted by enterprises in France to purchase technology. Through Researcher survey, the report aims to provide better insight to ICT vendors and services providers when pitching their solutions to enterprises in France.

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**In particular, it provides an in-depth analysis of the following:**

Understand how ICT budgets are set to change in 2014 in terms of their overall size.

Appreciate how IT budgets are allocated across the core elements of IT spend, including hardware, software, services, communications, and consulting.

Learn how IT Euros are being spent in areas such as the data centre, applications, IT management and the network.

Gain an understanding regarding which ICT functions French enterprises are interested in outsourcing.

Identify French enterprises' investment priorities based on their budget allocations across core technology categories such as enterprise applications, mobility, security, and cloud computing.

Learn about the drivers that are influencing French enterprises' investments in each technology category.

Establish how French enterprises' IT budgets are currently allocated across various segments within a technology category.

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## Reasons to Buy

This report will help readers to understand how French enterprise ICT landscape is set to change in 2014.

Gain a view as to how ICT Euros are being allocated in your target audience.

The report covers a detailed breakdown of the opportunities within each of the core areas of ICT spend (hardware, software, IT services, telecommunications and consulting.)

The report will help users to gain a view of the current strategic objectives of French enterprises.

The report will provide a detailed breakdown of the opportunities within selected technology categories (enterprise applications, mobility, security, and cloud computing).

Understand the factors that are influencing French enterprises' decision to select an ICT provider.

Gain a view as to the business and IT objectives French enterprises are looking to achieve through their ICT investment strategies.

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